

92N0045XPE

c.1

NOT FOR LOAN
NE S'EMPRUNTE PAS

3

1996 CENSUS
RECENSEMENT DE 1996

STATISTICS STATISTIQUE
CANADA CANADA

1997

LIBRARY
BIBLIOTHÈQUE

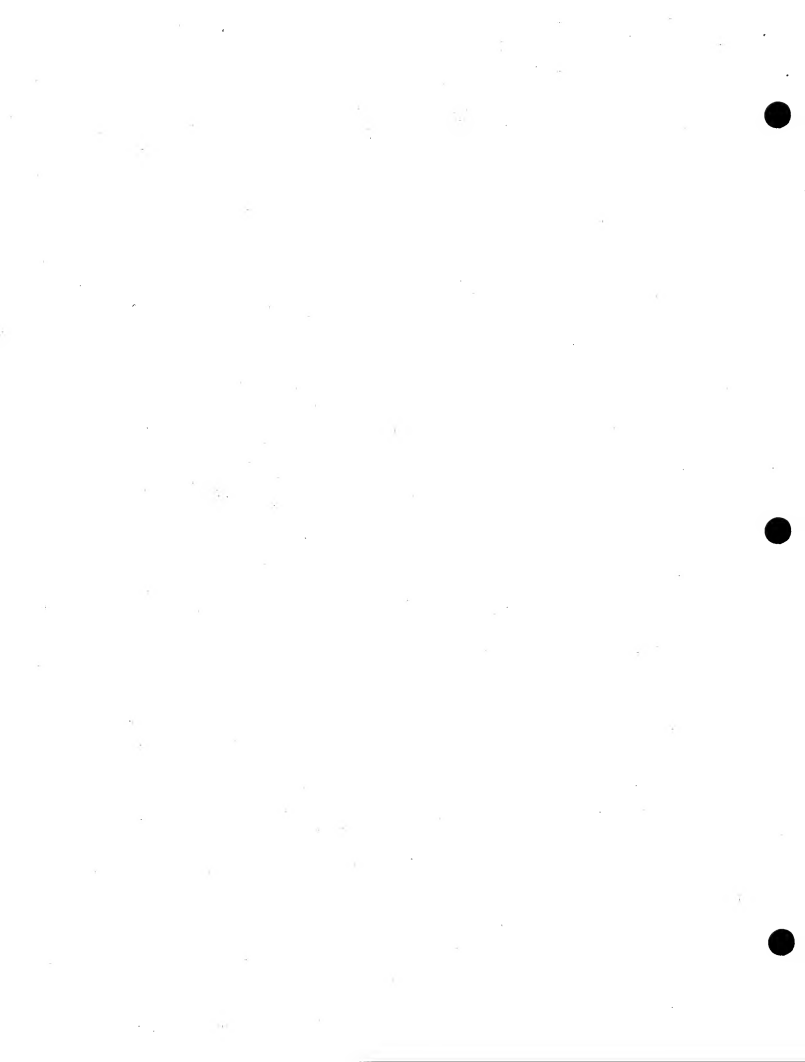
METHODOLOGY OF THE 1993 NATIONAL CENSUS TEST

Head Office Briefing Session
September 28-29, 1993

Jean-Pierre Morin
September 1993

SUMMARY

1. The NCT in the 1996 Census Content Determination Program
2. Overview of NCT methodology
 - A. Specific Objectives of the NCT
 - B. Sample Design of the Test
 - C. Collection Methodology
3. Other Components of the NCT
 - A. Special Population Samples
 - B. Edit Failure Study
 - C. Field Staff Debriefings
 - D. Questionnaire Evaluation Supplement (Step 10)
 - E. Collection Control Forms



1. The NCT in the 1996 Content Determination Program

A. Consultations

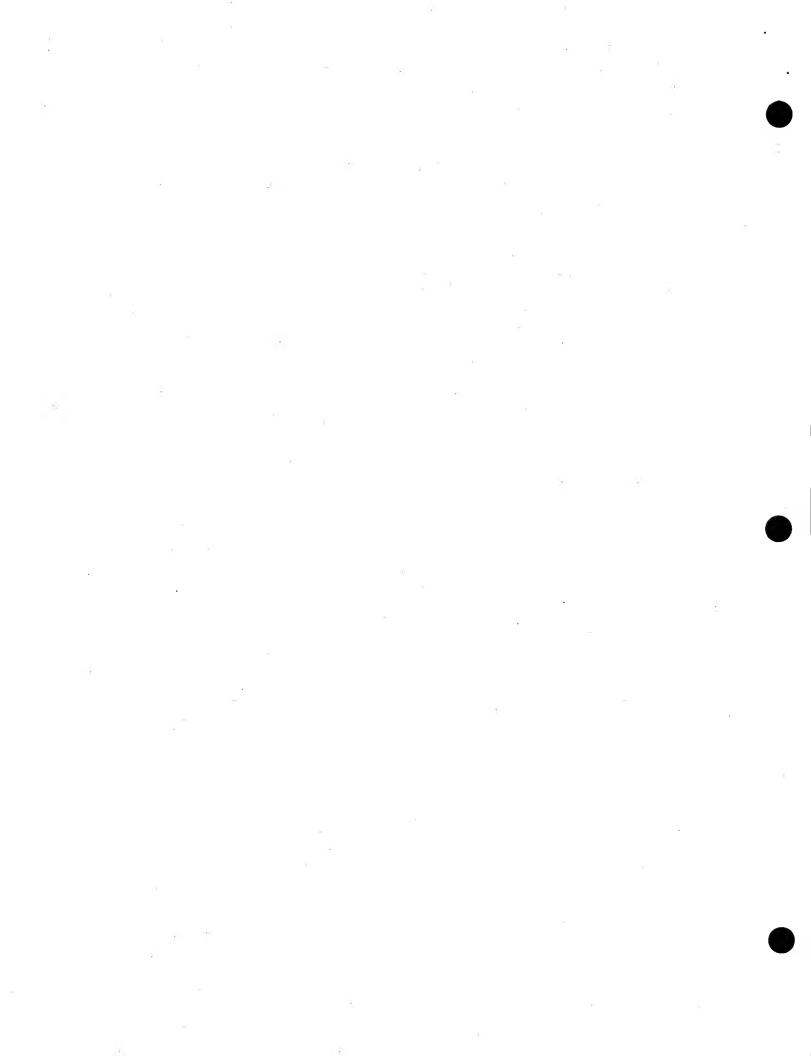
B. Focus Groups Testing

- Relation to Person 1 (Jan 93)
- Unpaid Work (Feb 93)
- Race and Ethnic Origin (Mar/Apr 93)
- Unpaid Work (May 93)
- Mobility/Place of Work/Coverage (May/Jun 93)

C. National Census Test (Nov 93)

D. Analysis of Test Results (Apr/May 93)

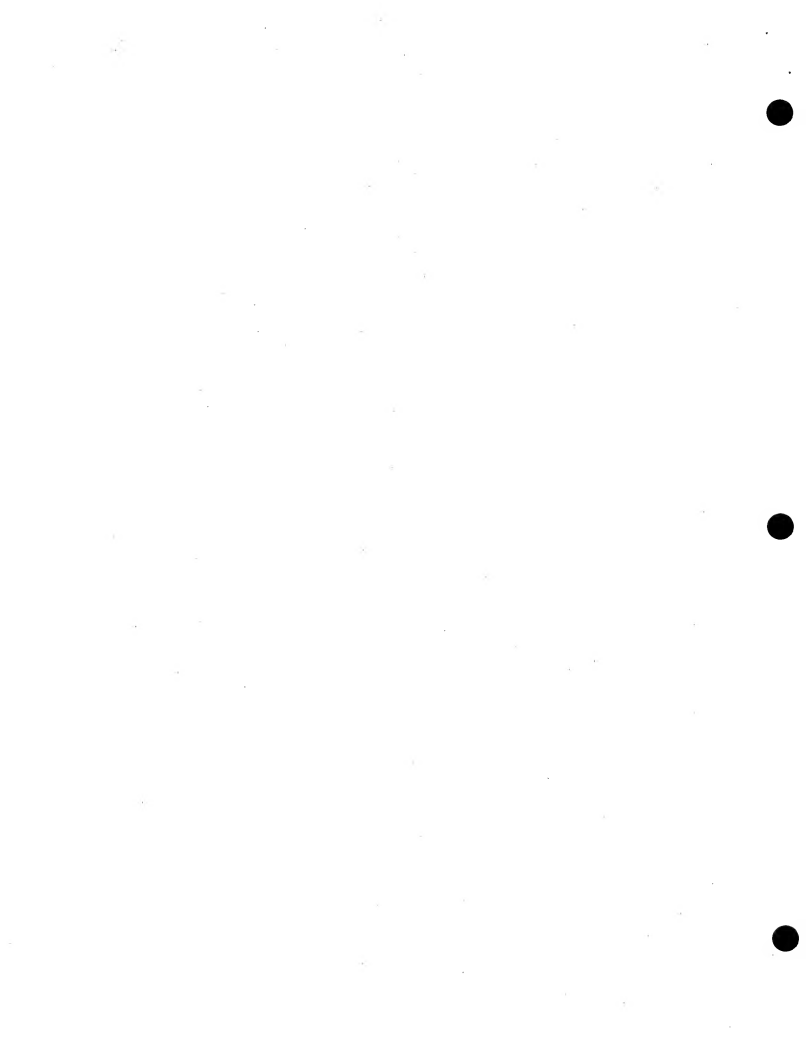
E. 1996 Census Content Proposal



2. Overview of the NCT Methodology

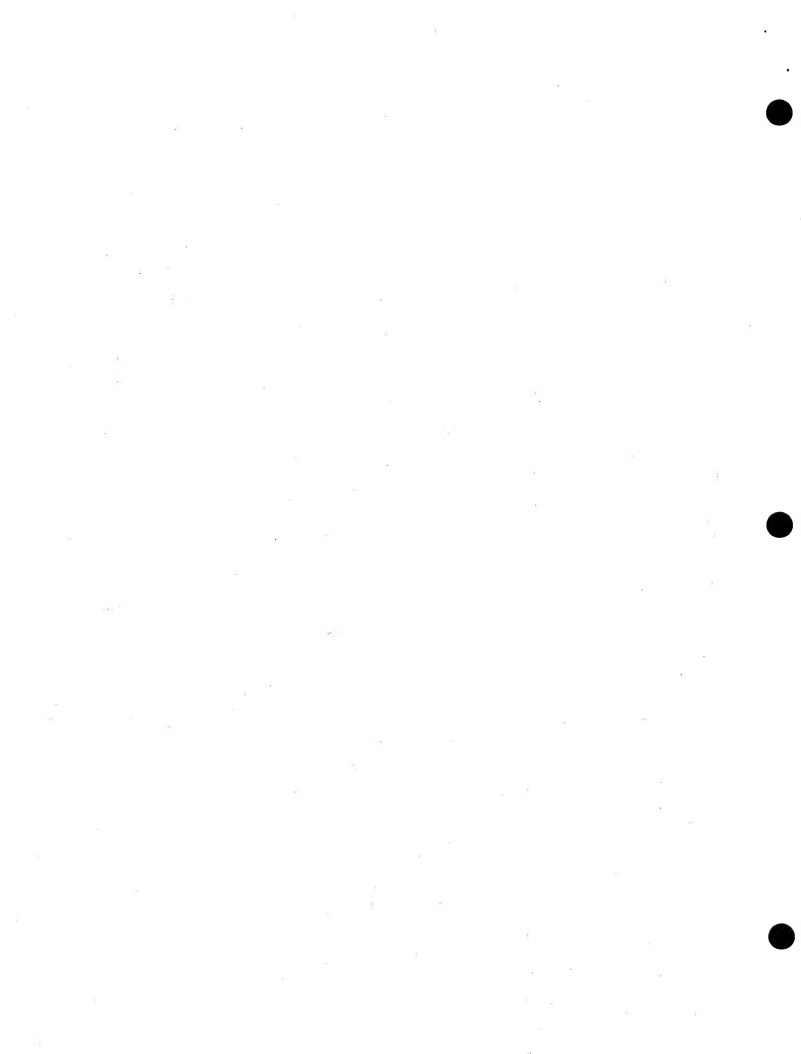
A. Objectives of the 1993 NCT

- To evaluate as a whole the proposed 1996 Census Questionnaire in an environment as close as possible to the census
- To evaluate the new questions
- To produce national and regional estimates comparable with other data sources
- To evaluate the new "rule of 6" for field edits



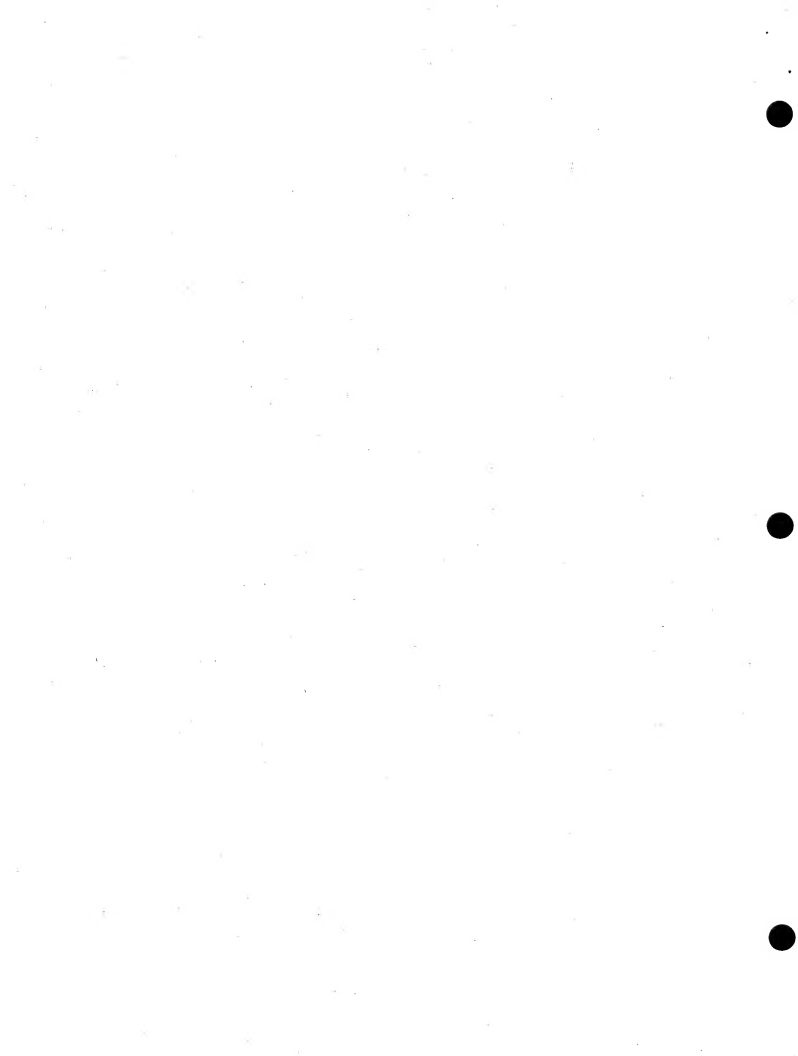
B. Sample Design of the Test

- 3 half rotation groups of the Labor Force Survey sample from April/May/June 91
- Sample size (approx.)
 - 17 100 dwellings
 - 14 700 occupied dwellings
 - 11 700 responding dwellings
(assuming 80% response rate)
- National representative sample except for
 - Yukon and NWT
 - Indian Reserves and Crown Lands
 - Institutions
 - Military Camps
- Analysis
 - Macro-level comparisons with other data sources
 - Cross comparisons
 - Item response rates



1993 NCT - Sample Size of Dwellings by RO

RO	LFS-based sample	Spec. pop. sample	Total
St. John's	842	-	842
Halifax	2765	334	3099
Montréal	3245	1004	4249
Toronto	3228	668	3896
Sturgeon Falls	1475	-	1475
Edmonton	4119	1600	5719
Vancouver	1435	379	1814
Total	17109	3985	21094



C. NCT Collection Methodology

- Questionnaire drop-off and return by mail

Expected return rate: 50%

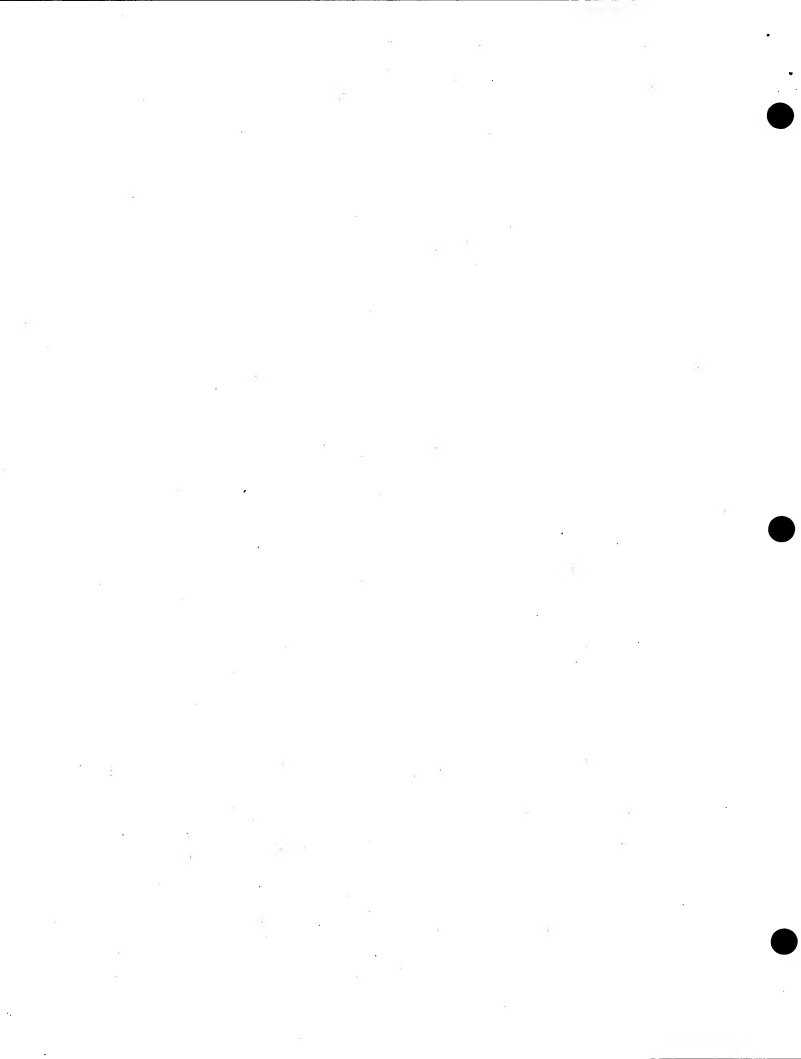
- Telephone and/or Personal Follow-up for non respondents

Expected final response rate: 80%

- NOTE:

Return rate and response rate are expected to be lower for the special population samples.

In 1988, there was no follow-up for non-response and the return rate was 22%

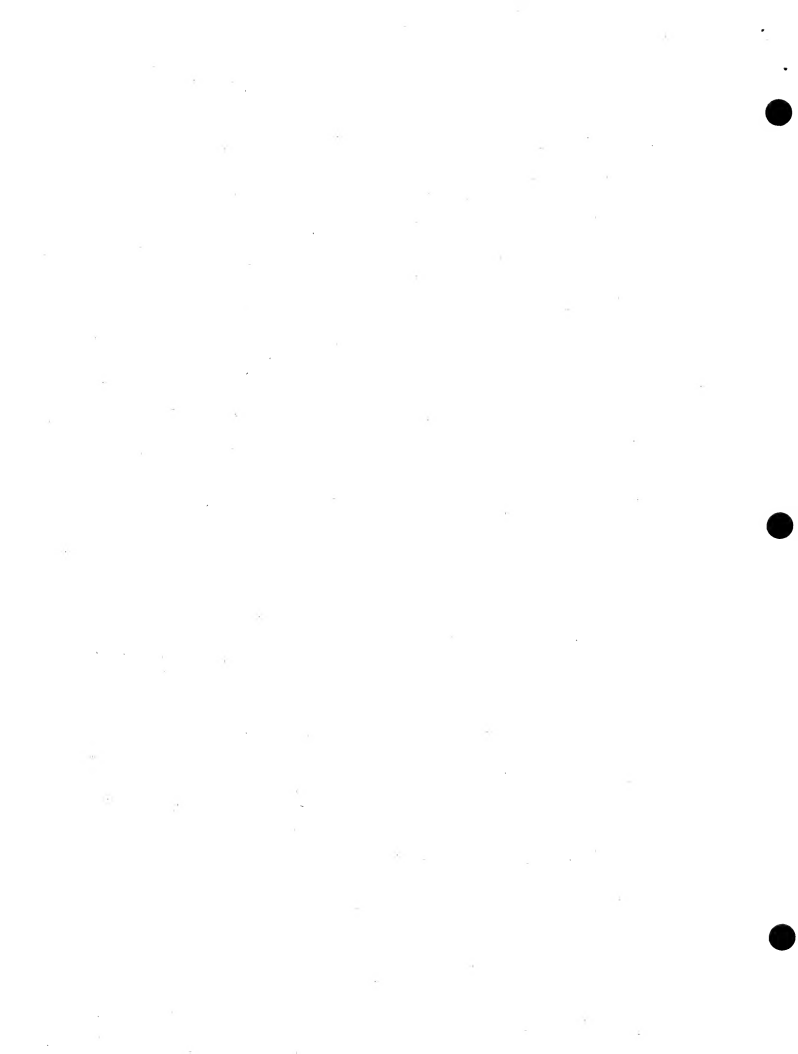


3. Other Components of the NCT

A. Special Population Samples

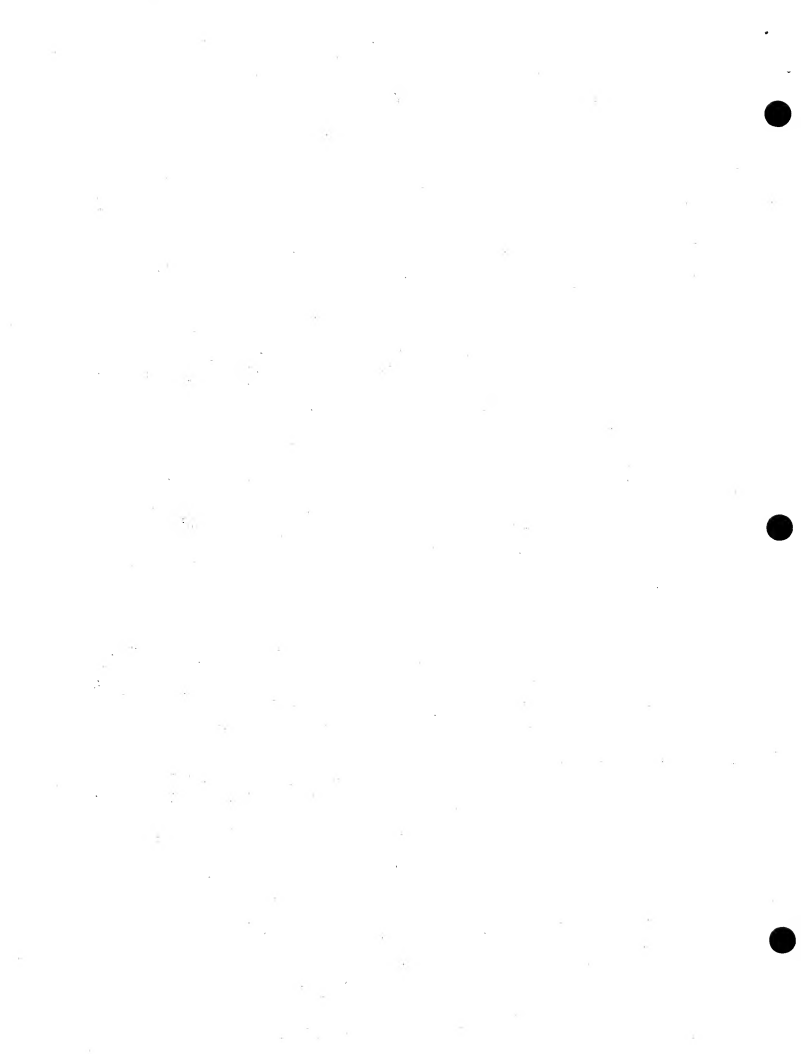
- **Judgment sampling for 12 ethnic and aboriginal groups**
 - Blacks in Halifax
 - Asians in Montréal
 - Blacks in Montréal
 - Latin American in Montréal
 - Asians in Toronto
 - Blacks in Toronto
 - Aborigines in Winnipeg
 - Metis in Winnipeg
 - Metis in Saskatoon
 - Aborigines in Regina
 - Aborigines in Edmonton
 - Asians in Vancouver
- **Total sample of 4000 households**
- **Census collection methodology**
- **Objectives:**

For selected interest groups, to evaluate reactions and understanding of the questionnaire in general and of certain specific questions (e.g. Ethnic origin and Aboriginal Identification questions)



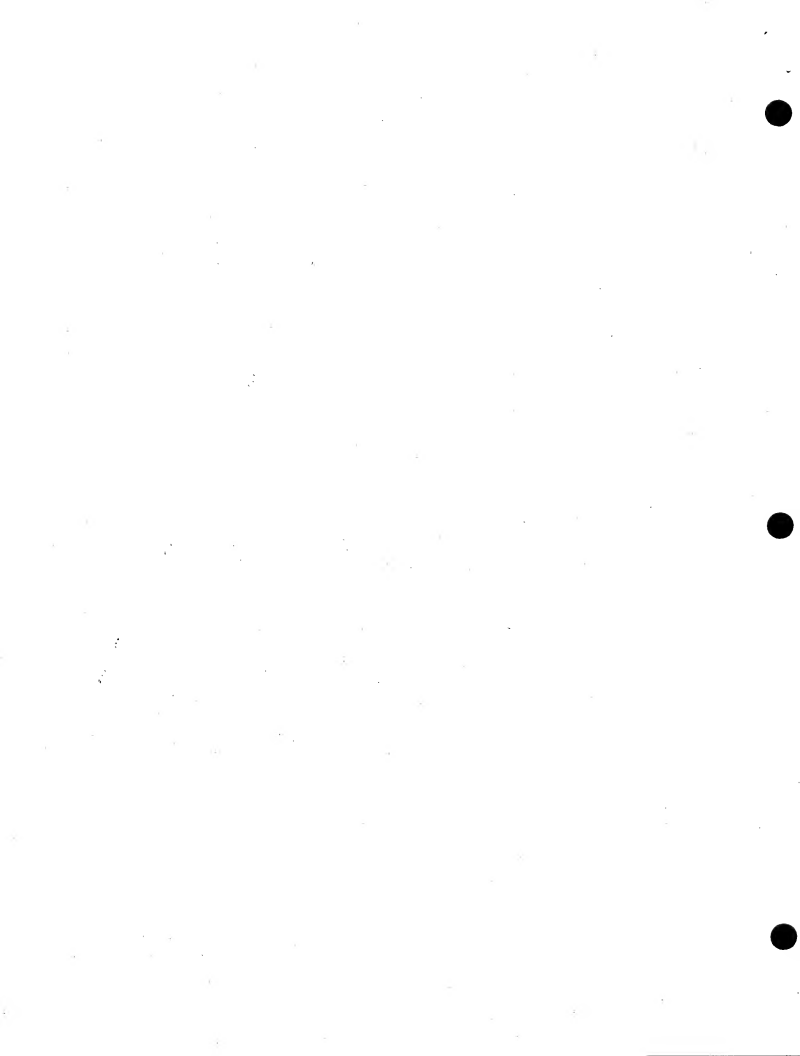
B. Edit Failure Study

- Capture a sample of questionnaires as they are mail-back to the regional office
- Initial sample size of approximately 7,500 questionnaires (1/2 of the NCT sample) and it is expected that half of it will be mail back to RO
- Questionnaires re-captured after field edits and follow-up
- Objectives:
 - To calculate initial non response and multiple response rates
 - To study the type of correction made through follow-up
 - Evaluation of "rule of 6" for field edit failure



C. Reports from field staff and debriefing

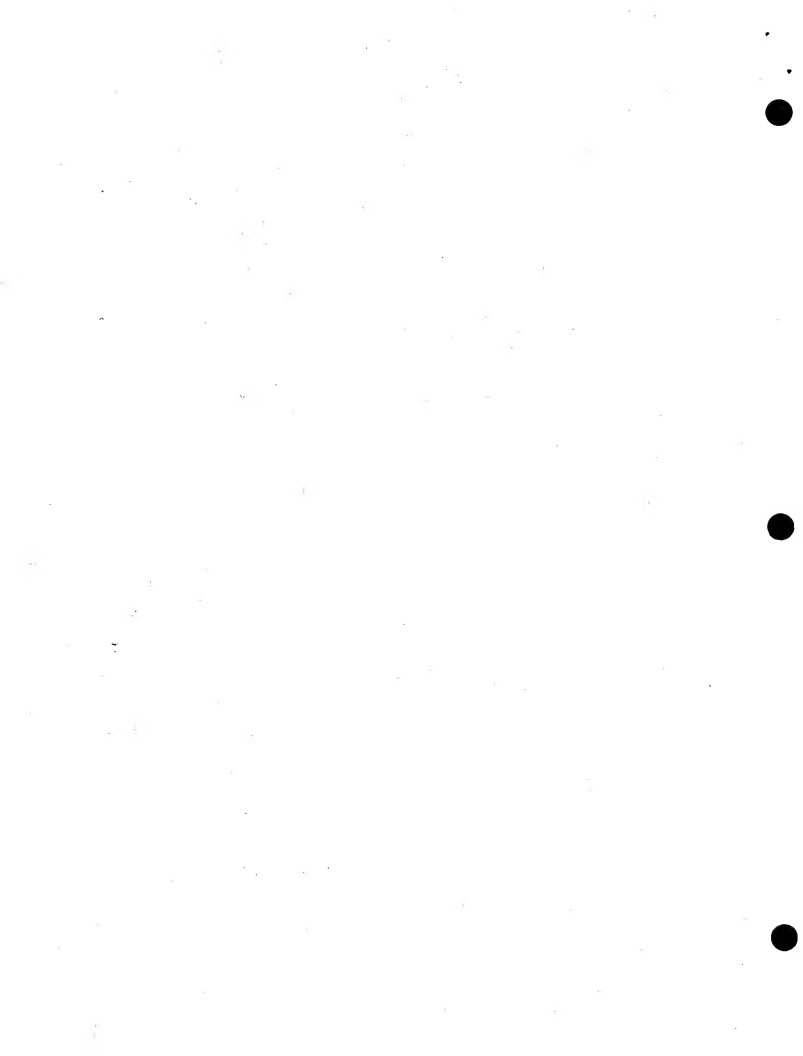
- One of field tasks is to take note of any problems experienced or questions frequently asked by respondents during edit failure or follow-up interviews. This information should be reported in the special questionnaire that will be designed for this purpose.
- Debriefings will eventually be organized to discuss with RO personnel their experiences and recommendations
- Objectives:
 - To obtain insight to respondent reactions and understanding of questions and instructions
 - To include the interviewer's point of view in the questionnaire evaluation
 - Some evaluation of field procedures



D. Questionnaire Evaluation Supplement (step 10)

- A short questionnaire (step 10) was added at the end of the NCT questionnaire to ask respondents about
 - problems encountered with specific steps or questions
 - objections against specific questions
 - use of the Guide
 - use of CHL service

- Objectives:
 - To include as much as possible the respondent's point of view in the questionnaire evaluation
 - To measure specific response burden
 - To get some evaluation of usefulness of respondent help devices (Census guide and CHL service)



E. Collection Control Forms

- These forms provide information items on collection processes:
 - contact at drop-off
 - questionnaire mail-back
 - edit failure status
 - follow-up performed
 - final response status and response code
- This information will be extremely useful to perform the following analysis:
 - frequency of mail-back
 - reasons for non-response
 - data evaluation using information on whether the questionnaire was filled in by respondents only, by respondents with follow-up by interviewer or by interviewer only
 - data evaluation using information on which person or persons in the household completed the questionnaire
 - evaluation of the impact of contact at drop-off on questionnaire mail-back

01 008

STATISTICS CANADA LIBRARY
BIBLIOTHEQUE STATISTIQUE CANADA



1010232798